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(71) Applicant (for all designated States except US): CITRIX SYSTEMS, INC. [US/US]; 851 W. Cypress Creek Road, Fort Lauderdale, FL 33309 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): ROBINSON, David [AU/AU]; 28 Murray Farm Road, Carlingford 2118 (AU). LABORCZFALVI, Lee [AU/AU]; 10 Attunga Street, Seven Hills 2147 (AU). SEMAAN, Pierre [AU/AU]; 36 Keldie Street, Forestville, NSW 2087 (AU). ROY-CHOUDHRY, Anil [AU/AU]; 40 Bricketwood Drive, Woodcroft, NSW 2767 (AU). DUURSMA, Martin [AU/AU]; 4 Orchid Place, West Pennant Hills 2125 (AU). PANASYUK, Anatoliy [AU/US]; 130 Avenue North East, Apt. 2606, Bellevue, WA 98005 (US).

(74) Agent: BLASI, Robert, S.; Testa, Hurwitz & Thibault, LLP, High Street Tower, 125 High Street, Boston, MA 02110 (US).

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(54) Title: METHODS AND APPARATUS FOR GENERATING GRAPHICAL AND MEDIA DISPLAYS AT A CLIENT

(57) Abstract: The invention generally relates to generating a display having graphical and/or media components at a client. In one aspect, a method for generating a graphical display at a client includes transmitting output from an application program executing on a server to the client, identifying a non-textual element within the application output, retrieving a compressed data format associated with the non-textual element, and transmitting to the client the compressed data format in place of the non-textual element. In another aspect, a method for generating a media presentation at a client includes transmitting output from an application program executing on a server to the client, identifying a media stream within the application output, intercepting an original compressed data set representing at least a portion of the media stream before processing by the application program, and transmitting the original compressed data set to the client.

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